

Rep Order#	9783896	Ver#	3	Status	Revised
EC'd	Yes				

Traffic Order# 31250

**Printed:** 08/07/2012 10:27 AM  
**Last Received:** 08/07/2012 10:01 AM  
**Showing Buylines:** All Rep & Sta Revised Lines

1 of 2

Station	WWSB-TV SARASOTA, FL
Advertiser	( ) POLITICAL
Product	RNC-ROMNEY
Estimate#	19
Buyer	STEPHANIE KINCAID
Phone#	
Fax#	

Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //19  
Flight Dates 08/08/2012 - 08/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

RNC-ROMNEY \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED PGM ON LN 9  
PLEASE CNEM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
--	*9	M-TU	2P-4P	GMA/SOAPS	:30	\$130.00	08/13-08/14	4	1	4	\$520.00	
			Sales Remark:	V3 REVISED PGM								
			V3 Program Name Change,	Comment Changed								

Sales Remark: V3 REVISED PGM

V3 Program Name Change, Comment Changed

**--REPORT TOTALS--**

Report Totals: 4 / \$520.00

**—SALES MONTHLY TOTALS—**

Aug 12: 79 / \$32,510.00

Sales Totals: 79 / \$32,510.00

Station Totals: 79 / \$32,510.00

Lines not sent/rcld/rtrn: 0 / 50.00

**---COMPETITIVE---**

Market Totals	\$574,382	CABL 0%	UNKN 0%	WBSV 0%	WFLA 23%	WFTS 23%
		WTOG 0%	WTSP 21%	WTTA 0%	WTVT 24%	WWSB 5%

Books	null
Demos	RA35+

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Product	RNC-ROMNEY		BEVERLY, MA 01915	Salesperson (	) BRAD PHILIPPS
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Buyer	STEPHANIE KINCAID	Flight Dates	08/08/2012 - 08/14/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	202-955-5348
Fax#					